IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application. No amendments, additions or cancellations of the claims are made in this response.

1. (Previously Amended) An apparatus, comprising:

at least one processor;

a memory coupled to the at least one processor;

at least one digital image residing in the memory; and

an advertising generator residing in the memory and executed by the at least one processor, the advertising generator analyzing a selected digital image for one or more consumer identifying characteristics, and generating an advertisement targeted to a consumer based on the one or more consumer identifying characteristics,

wherein the analyzing of the selected digital image involves object recognition within the selected digital image, text recognition within the selected digital image, and reading consumer characteristic metadata associated with the digital image.

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Original) The apparatus of claim 1, wherein the apparatus is a photo kiosk.

6. (Original) The apparatus of claim 1, wherein the apparatus is a digital minilab.

7. (Original) The apparatus of claim 1, wherein the generated advertisement is a screen display.

8.   (Original) The apparatus of claim 1, wherein the generated advertisement is a coupon.

9.   (Original) The apparatus of claim 1, wherein the generated advertisement is a photo jacket insert.

10. (Previously Amended) A method for advertising to a consumer based on the content of a digital image associated with the consumer, the method comprising the steps of:

analyzing the digital image for one or more consumer identifying characteristics, the analysis comprising the steps of:

performing object recognition within the digital image;

performing test recognition within the digital image; and

reading consumer characteristic metadata associated with the digital image; and

generating an advertisement targeted to the consumer based on the one or more consumer identifying characteristics.

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Original) The method of claim 10, wherein the step of generating an advertisement targeted to a consumer based on the one or more consumer identifying characteristics further includes the steps of:

creating a mapping from one or more potential consumer identifying characteristics to at least one associated advertisement.

if at least one consumer identifying characteristic exists within the digital image, identifying at least one associated advertisement to display to the consumer via the mapping; and

presenting the at least one associated advertisement to the consumer.

15.   (Original) The method of claim 14, wherein the step of presenting the at least one associated advertisement to the consumer comprises the step of:

generating a screen display of the at least one associated advertisement.

16.   (Original) The method of claim 14, wherein the step of presenting the at least one associated advertisement to the consumer comprises the step of:

printing one or more coupons corresponding to the at least one associated advertisement.

17.   (Previously Amended) A program product comprising:

an advertising generator that analyzes a selected digital image for one or more consumer identifying characteristics, the analysis comprising the steps of: performing object recognition within the digital image; performing test recognition within the digital image; and reading consumer characteristic metadata associated with the digital image; then generates an advertisement targeted to a consumer based on the one or more consumer identifying characteristics; and

tangible computer-readable recordable media bearing the advertising generator.

18.   (Cancelled)

19.   (Cancelled)

20.   (Cancelled)

21.   (Cancelled)

22.   (Cancelled)

23.   (Previously Presented) The apparatus of claim 1, wherein the consumer characteristic metadata is provided in the form of a digital watermark.

24.   (Previously Presented) The method of claim 10, wherein the consumer characteristic metadata is provided in the form of a digital watermark.